

PRESS RELEASE

Tele2 IoT launches cloud-based router solution

Stockholm –Tele2 AB (Tele2), (NASDAQ OMX Stockholm Exchange: TEL2 A and TEL2 B) today announces the launch of a new cloud-based routing solution – 2ROUTE. 2ROUTE makes it possible to orchestrate (collect, route and manage) all IP data, from multiple cellular service providers, in one single interface. Making data management easier, smarter and more cost-efficient.

Today many enterprises are forced into an infrastructure provided by multiple suppliers for reasons of cost optimization, regulatory compliance and network coverage. This leads to multiple IT and network integrations, imposes a management burden and introduces additional overhead costs. 2ROUTE helps enterprises to overcome all of that by providing a single management and routing platform for all IP traffic, across different cellular IoT deployments. With a suite of API's and web self-service, enterprises will get instant access and the ability to configure the network settings of their IoT deployments easily.

2ROUTE is built with the latest technology and deployed on top of a highly scalable cloud infrastructure. Setting up secure private IoT infrastructure, which normally takes a telecom operator 4 to 12 weeks, can now be done in minutes. 2ROUTE also allows enterprises to isolate selected data by setting up secure sub-networks.

Using 2ROUTE will bring benefits to different types of enterprises. Imagine a fleet management application where end-customers get the ability to directly access and manage their sub-fleet of devices as if they have a private secure network, whilst the provider of the fleet management service does not have to go through the effort of configuring this themselves. Or a start-up company with a data intense offering that instead of taking the risk in investing in infrastructure can use a 2ROUTE infrastructure-as-a-service solution, paying as they grow and freeing resources for other business investments. A number of Tele2 IoT customers have already started testing the solution in order to experience its business benefits.

“As the orchestrator of a smarter world, we aim to launch services that make IoT adoption easier, increasingly secure and more efficient. Our 2ROUTE service is an excellent example where we launch a service that reduces overhead and hardware cost, enables a quicker time-to-market and provides tools to improve our customers’ product quality and security. Our strategy to develop open, enduring and inspiring products is now visible for the entire world and the release of new disruptive services will increase over the next year”. Rami Avidan, CEO of Tele2 IoT.

Tele2 AB
Skeppsbron 18
P.O Box 2094
SE-103 13 Stockholm, Sweden
Telephone +46 8 5620 0060
Fax: +46 8 5620 0040
www.tele2.com
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Visitors at Tele2 IoT Talks in Amsterdam can experience the service first-hand in a live demo on stage and in the exhibition area.

Find the Tele2 IoT trial kit here: <http://www.tele2iot.com/products-services/2start/>
Read more about 2ROUTE here: <http://www.tele2iot.com/2route/>

For more information, please contact:

Angelica Gustafsson, Head of Public Relations, Tele2 AB, Phone: +46 704 26 41 42
Erik Strandin Pers, Head of Investor Relations , Tele2 AB, Phone: +46 733 41 41 88

TELE2'S MISSION IS TO FEARLESSLY LIBERATE PEOPLE TO LIVE A MORE CONNECTED LIFE. We believe the connected life is a better life, and so our aim is to make connectivity increasingly accessible to our customers, no matter where or when they need it. Ever since Jan Stenbeck founded the company in 1993, it has been a tough challenger to the former government monopolies and other established providers. Tele2 offers mobile services, fixed broadband and telephony, data network services, content services and global IoT solutions. Every day our 17 million customers across 9 countries enjoy a fast and wireless experience through our award winning networks. Tele2 has been listed on the NASDAQ OMX Stockholm since 1996. In 2016, Tele2 had net sales of SEK 28 billion and reported an operating profit (EBITDA) of SEK 5.3 billion. For definitions of measures, please see the last pages of the Annual Report 2016. Follow @Tele2group on Twitter for the latest updates.

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